

CONTENTS

FOREWORD BY DONALD TRUMP xi

ACKNOWLEDGMENTS xiii

PART I

HOW TO BUILD A POWERFUL
MARKETING STRATEGY 1

CHAPTER 1	TRUMP ON MARKETING BY DONALD TRUMP	3
CHAPTER 2	WHAT IS MARKETING?	7
CHAPTER 3	BUILDING A MARKETING STRATEGY	14
CHAPTER 4	UNDERSTANDING YOUR CUSTOMERS	26
CHAPTER 5	MEASURING AND MANAGING YOUR PERCEIVED VALUE	37

CONTENTS

CHAPTER 6	UNDERSTANDING YOUR COMPETITORS	48
CHAPTER 7	UNDERSTANDING YOUR ORGANIZATION'S CAPABILITIES	57
CHAPTER 8	UNDERSTANDING YOUR OVERALL COMPETITIVE ENVIRONMENT	65
CHAPTER 9	IDENTIFYING YOUR POSSIBLE MARKETS	73
CHAPTER 10	SELECTING YOUR KEY TARGET MARKET	82
CHAPTER 11	POSSIBLY THE MOST IMPORTANT CHAPTER IN THIS BOOK: POSITIONING YOUR PRODUCT OR SERVICE	91

PART II

	IMPROVING YOUR MARKETING STRATEGY	103
CHAPTER 12	CREATING YOUR MOST VALUABLE ASSET: YOUR BRAND	105
CHAPTER 13	DEVELOPING YOUR GROWTH PLAN	116
CHAPTER 14	DETERMINING YOUR FOCUS FOR GROWTH	124
CHAPTER 15	INCREASING YOUR CUSTOMER SATISFACTION	132

CONTENTS

PART III

IMPLEMENTING YOUR STRATEGY	141
CHAPTER 16 PRODUCT/SERVICE DESIGN	143
CHAPTER 17 INTEGRATING CUSTOMER COMMUNICATIONS	154
CHAPTER 18 ADVERTISING	165
CHAPTER 19 IDENTIFIERS	180
CHAPTER 20 SALES PROMOTION	189
CHAPTER 21 PERSONAL SELLING	198
CHAPTER 22 PUBLIC RELATIONS	207
CHAPTER 23 INTERNET MARKETING	218
CHAPTER 24 PRICING	228
CHAPTER 25 GUERRILLA MARKETING	240

PART IV

UNDERSTANDING THE NUMBERS	251
CHAPTER 26 FINANCIAL ANALYSIS FOR SMART MARKETING DECISIONS	253
CHAPTER 27 CONDUCTING MARKETING RESEARCH	266
CHAPTER 28 FORECASTING	278

CONTENTS

PART V

**MAKING SURE YOUR MARKETING
STRATEGY SUCCEEDS 287**

CHAPTER 29 THE MARKETING PLAN 289

NOTES 299

ABOUT THE AUTHOR 301

INDEX 303